

To: 2200 - Atlanta Region, 2210 - Atlanta ROU, Ahlbulke, Anthony E., Darcy, Joe F., Mirabal, Lawrence, Shaw, Rusty R., Beasley, Scott A., Bothe, James M., Roll, Linda, Williams, Donald J., Piscitelli, J., 2100 - Winston-Salem Region, 2110 - Winston-Salem ROU, 1700 - Pittsburgh Region, 1710 - Pittsburgh ROU, Forrey, Linda, Huff, C., Moulton, G., Duszynski, R., Thomas, E F., Deese, David, Barney, Kevin, Tanchyk, R., Fricke, R H., Zecca, Anthony, Schwalm, S., Burrows, Robert, Van Sickle, R., Sirianni, Suzanne M., Letourne, Paul, 1110 - Boston ROU (PROVENL), Diclerio, John P., Santiago, Julio R., Leonard, Michal K., Wolking, W., Borjeson, John, Payne, Jennifer, Jackson, A., Smith, Richard A., Jurgensen, Kurt T., Feltman, John P., Brandt, Kevin E., Leonard, John M., Kight, Earl, Ferencak, Cynthia L., Kavanagh, John P., Gambardella, Mark R., Merlino, P R., Norris, Chuck H., Figueroa, David A., Agner, Edward, 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICH), Eckardt, Diane C., Krumlauf, Phillip K., Klein, John F., 1300 - Philadelphia Region (SWEETD), 1310 - Philadelphia ROU (METZG), 2310 - S. Florida ROU (FINKLEP), 2300 - S. Florida Region (SMITHJ5), 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE), 2910 - Richmond ROU (YOUNGP), 2900 - Richmond (RHYNEJ), Alese, Louann F., Roth, Karl L.  
DDA:MSMAIL=RJRWS/RJRPO9/THOMASB1 ; O=RJREM; P=WSX400; A=RJR; C=US

From: Kuruc, Nick  
Posted: 9/2/97 14:43  
Opened: 9/2/97 14:43  
Subject: Amerada Hess Corporation

ROU Communication to Retail Divisions: Reference Chain ID's 0353-03-01 through 08

RE: APD Installation In Hess Mart Stores

We have made some changes with regard to the installation of APD's and DORAL Savings Displays In Hess Mart. Listed below are details:

[ ] No change to previous communication regarding the APD 3 wrap configuration. Individual store planograms will be mailed as soon as they are available.

[ ] The DORAL Enhanced displays previously ordered will be changed to the following components:  
System III Base w/ 2- 40 pack trays and large Non Illuminated Enhanced Sign  
(total 16 facings)

APD's are currently in the process of being shipped to stores. Due to the last minute change, some DORAL Displays were shipped. Please communicate to Retail Reps the following:

- > Install APDs as previously instructed.
- > Do not install DORAL Displays that were shipped to stores. These displays should be picked up.
- > Install System III Displays on the backbar when they arrive. DORAL should be placed on the top tray, with SIGNATURE placed on the bottom tray.

This change was made to ensure display uniformity with Hess's new Pick Kwik Group.

We apologize for the mix-up!

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